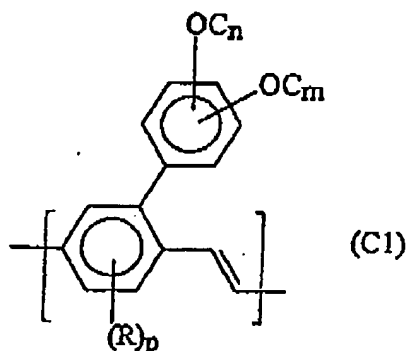


IN THE CLAIMS

Claims 1-12 cancelled.

13. (Previously Presented) Aryl-substituted poly-p-arylenevinylene consisting of a repeating unit of the formula (C1),



in which  $-OC_m$  and  $-OC_n$  are alkoxy groups,  $m$  and  $n$  are integers from 2 to 6 with  $m + n = 8$ ,  $p$  is 1, 2 or 3 and in which  $R$  is CN, Cl, F,  $CF_3$ ,  $NO_2$  or  $SO_3Z$  wherein  $Z$  is a monovalent cation, or in which  $R$  is  $-XR^1$  wherein the unit  $-X-$  represents a single bond,  $-O-$ ,  $-S-$ ,  $-CO-$ ,  $-COO-$ ,  $-OCO-$ ,  $-SO-$ ,  $-SO_2-$ ,  $-N(R^2)-$  or  $-N(R^2)CO-$ ;

wherein  $R^1$  is a  $C_1$ - $C_{20}$  alkylene group, in which one or more hydrogens are optionally substituted by F or a  $C_4$ - $C_{12}$  aryl group and/or one or more non-adjacent  $-CH_2-$  units are optionally substituted by  $C_4$ - $C_{12}$  arylene,  $-O-$ ,  $-S-$ ,  $-CO-$ ,  $-COO-$ ,  $-OCO-$ ,  $-SO-$ ,  $-SO_2-$ ,  $-N(R^3)$  or  $-N(R^3)CO-$ , and where  $R^3$  is  $C_1$ - $C_{20}$  alkyl; and

wherein  $R^2$  is the same or different from  $R^1$  and constitutes a straight-chain branched or cyclic  $C_1$ - $C_{20}$  alkyl group or an  $C_1$ -

C<sub>20</sub> alkylene group, in which one or more hydrogens are optionally substituted by F or a C<sub>4</sub>-C<sub>12</sub> aryl group and/or one or more non-adjacent -CH<sub>2</sub>- units are optionally substituted by C<sub>4</sub>-C<sub>12</sub> arylene, -O-, -S-, -CO-, -COO-, -OCO-, -SO-, -SO<sub>2</sub>-, -N(R<sup>3</sup>) or -N(R<sup>3</sup>)CO-, and where R<sup>3</sup> is C<sub>1</sub>-C<sub>20</sub> alkyl.

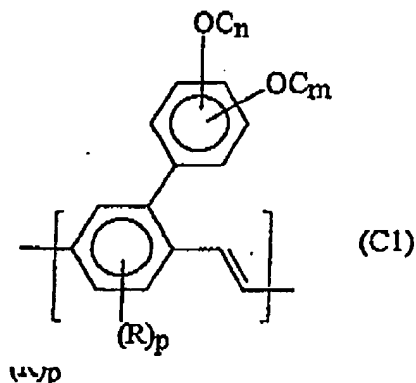
14. (Original) Aryl-substituted poly-p-arylenevinylene as claimed in claim 13 wherein m = n.

15. (Currently Amended) ~~Aryl-substituted~~-substituted poly-p-arylenevinylene as claimed in claim 13 wherein -OC<sub>m</sub> and/or -OC<sub>n</sub> is 2-methylpropyloxy.

16. (Original) Aryl-substituted poly-p-arylenevinylene as claimed in claim 15 wherein the repeating unit (C1) is a 2-(3',4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.

17. (currently amended) An organic electroluminescent device comprising:

an aryl-substituted poly-p-arylenevinylene comprising of a repeating unit of the formula (C1),



in which  $-OC_m$  and  $-OC_n$  are alkoxy groups,  $m$  and  $n$  are integers from 2 to 6 with  $m + n = 8$ ,  $p$  is 0, 1, 2 or 3 and in which  $R$  is CN, Cl, F,  $CF_3$ ,  $NO_2$  or  $SO_3Z$  wherein  $Z$  is a monovalent cation, or in which  $R$  is  $-XR^1$  wherein the unit  $-X-$  represents a single bond,  $-O-$ ,  $-S-$ ,  $-CO-$ ,  $-COO-$ ,  $-OCO-$ ,  $-SO-$ ,  $-SO_2-$ ,  $-N(R^2)-$  or  $-N(R^2)CO-$ , and wherein  $R^1$  and  $R^2$  are the same or different and constitute a straight-chain branched or cyclic  $C_1-C_{20}$  alkyl groups or together a  $C_1-C_{20}$  alkylene group, in which in  $C_1-C_{20}$  alkyl or  $C_1-C_{20}$  alkylene groups one or more hydrogens are optionally substituted by F or a  $C_4-C_{12}$  aryl group and/or one or more non-adjacent  $-CH_2-$  units are optionally substituted by  $C_4-C_{12}$  arylene,  $-O-$ ,  $-S-$ ,  $-$

CO-, -COO-, -OCO-, -SO-, -SO<sub>2</sub>-, -N(R<sup>3</sup>) or -N(R<sup>3</sup>)CO-, and where R<sup>3</sup> is C<sub>1</sub>-C<sub>20</sub> alkyl, or in which R is a C<sub>4</sub>-C<sub>12</sub> aryl group which may or may not be substituted;

said organic electroluminescent device capable of providing a service life of at least 45 h when driven at a constant current, at an initial brightness of 200 Cd/m<sup>2</sup>, and at an ambient temperature of 80 °C.

18. (Original) An organic electroluminescent device according to claim 17, wherein m=n.

19. (Original) An organic electroluminescent device according to claim 17, wherein -OC<sub>m</sub> and/or -OC<sub>n</sub> is 2-methylpropyloxy.

20. (Original) An organic electroluminescent device according to claim 19, wherein the repeating unit (C1) is a 2-(3',4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.